Educating & Training Your Coaching Staff

...from the bottom up
What is “Education”?

• Teaching people how to think differently.
What is “Training”?

• Teaching people how to think alike.
When is each appropriate?
Education (thinking differently)

• Philosophy
• Psychology
• Medicine
• Technology
• Innovation
• Military strategy
Training (thinking alike)

- Military tactics
- Fire response
- Police response
- Emergency medicine
- Pharmacy
- Football
We need BOTH!

- Education = Creativity
- Training = Predictability
Creativity

- How to “deliver the message” to a kid
- How to best serve your customers
- How to teach a stroke
Predictability

- What “message” is delivered
- What service is delivered
- What stroke mechanics are taught
Start at the Beginning: Strategic Planning

- VVMOST
- One-page
- V is for vegetables...and values
  - Don’t skip them
  - Most conflicts are really around conflicting values
Sample 1-page Strategic Plans

- Willie Pietersen, Reinventing Strategy
Planning

• 4 levels of planning
• (more if you’re Russian or German)
  – Career
  – Season
  – Weekly
  – Practice
Career Plan

• Love the sport
• Great fundamentals
• Work ethic
• Elite success
Season Plan

• SC/LC or Single-year plan
  – Most prefer SC/LC
• LC must be focus
• Energy systems & Macro-cycles
• Strength
Weekly Plan

• A complete and balance diet
• All the parts work together
• Energy systems & mini-cycles
• Test sets
• Dryland
Practice Plan

• “Where the rubber meets the road”
“Is this a good workout?”

• What do you want to accomplish?
  – Motor learning vs. Physiology
  – Primary vs. Secondary objectives
  – Micro cycles
  – Dryland
Writing (and reading) practice

• Marker board vs. Paper
• Part (ambush technique) vs. Whole
Record keeping: Coach/Team

- 3-ring binder vs. Computer
- Practice
  - Attendance (MOST important)
  - Swimmer results
  - Coach’s notes
- Handouts
- Mental
- Safety
- CYA
- Analysis
- Measurement
Record keeping: Swimmer

- Log book
  - *Ultimate Swim Log and Goal Planner by Aimee Schmitt*
    - $10 each plus shipping from Aschmitt1@aol.com
  - *Your Swim Book: The Success Manual*
    - [http://www.yourswimbook.com/](http://www.yourswimbook.com/)
  - *The One and Only Cool Workbook for Advanced Swimmers*

- Online
- Regular review
Teaching

• WHAT do you teach?
• HOW do you teach it?
• Training, Education, or Toolbox?
Stroke mechanics

• Model first: VISUAL
• Video: What at each level
• Use technology (iPad is cool and POWERFUL)
  – To Teach
  – To Coordinate
Mental Training

- Curriculum at each level
  - Mine
  - Keith Bell’s *Swim to Win Playbook* [http://www.keelpublications.com/](http://www.keelpublications.com/)
  - Alan Goldberg’s *Swimming Out of Your Mind*

- Intentional

- Opportunistic
  - Recognizing “teachable moments”
  - Using “teachable moments”

- Values based
Teach vs. Train:
The most critical (and difficult) decision in coaching

• Early vs. Late
  – Career
  – Season
How?
How do I train my staff?

• Different methods for different messages
• Initial vs. Sustaining
• External vs. Internal
• Professional Development: the most important
Professional Development

• Professional Growth Plan
• Degrees
• Certificates
Professional Growth Plan

• Hand in glove with annual evaluation
• Starts with degrees and certificates
Degrees

– Collegiate path
  * [http://www.uiw.edu/gradstudies/graduatestudiesprograms.html#kinesiology](http://www.uiw.edu/gradstudies/graduatestudiesprograms.html#kinesiology)

– Club path
  * [http://www.uiw.edu/gradstudies/graduatestudiesprograms.html#kinesiology](http://www.uiw.edu/gradstudies/graduatestudiesprograms.html#kinesiology)
Certificates

- ASCA Levels [http://www.swimmingcoach.org/services/certification.htm](http://www.swimmingcoach.org/services/certification.htm)
- Recognized
- Appreciated
  - By employers
  - By coaches
- Beyond certification
  - Competence
  - Confidence
Alamo Area plan was:
I required one level/course per year.

- Level 1
- Level 2
- Level 3
- Writing workouts
- (old Level 5, new) Level 4
- Then, based on coaching assignment...
  - 8 & unders
  - Age group
  - Jr/Sr
- ...or Professional Growth Plan (need)
- ...or opportunity
- https://www.swimmingcoach.org/ecom/store/comersus_listOneCategory.asp?idCategory=29
Self-study vs. Clinic

• Clinic preferred
  – Accountability (quicker)
  – Interaction with other coaches
  – Clinician
Local vs. National?
Really...more about timing

• Timing: before or between seasons
• In-house
  – AAAA got senior staff certified to teach courses
    • Senior: Seniority, not training group
    • Respected, retired coaches
    • Local college profs
Asst. Coach Contracts

- Non-competes
- Off-deck requirements
Have a non-compete built in!

- It needs to be "courts-tested" in your state.
- Typically one year max
- Media markets relate well to LSCs
- Usually have to compensate them with a signing bonus
Build in requirement for, and compliance with:

• Annual evaluation
  – Form
  – KPIs
• Professional growth plan
• Require passing at least 1 course/certification per year